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USDA BULLETIN BOARD

Broadcast by Ruth Van Deman and Maurice L. DuMars in the Department of Agriculture portion of National Farm and Home Hour, Thursday, September 9, 1943, over stations associated with the Blue Network.

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VAN DEMAN: This is Ruth Van Deman with the news about control of the sale of milk.

DU MARS: And this is Duke DuMars with news of the hog price support for 1944 and '45.

VAN DEMAN: Here's the news about milk. As a nation we're consuming 20 percent more fluid milk than we did in 1941 and at least 10 percent more than last year. We've been using more each month. Our increased use of fluid milk is continually cutting down the amount of milk that can be used for such products, as butter, cheese, evaporated milk, ice cream, and milk powder. So, we've finally come smack up against the necessity of preventing further increases in consumption of fluid milk.

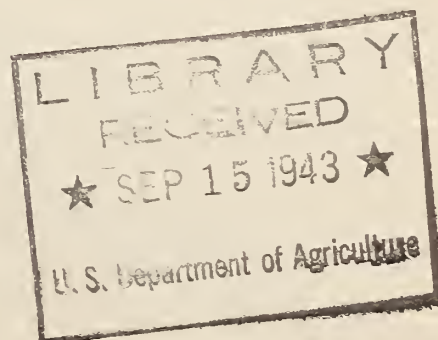
One way to control the sales of fluid milk would be consumer rationing. But milk rationing would be an extremely complex problem. It may become necessary. But the War Food Administration has decided to try a different method first. This method is a system of dealer quotas. The quotas will go into effect first in big city areas where the milk supply problems are most critical. Dealers will have quotas that enable them to sell about the same amount of fluid milk they've been selling in recent months.

DU MARS: We'll have more information about the milk quotas on the Farm and Home Hour tomorrow.

Now the news about future price supports on hogs. Farmers will soon be making plans for next spring's pig crop...the crop to be sold in the winter of 1944-45. As a guide in making their plans, they now have a commitment from the War Food Administration on price supports in 1944-45. Here it is: the price of good to choice butchers of 190 to 230 pounds will be supported at \$12.50 per hundred, Chicago basis, between October 1, 1944 and March 31, 1945. The food administration says feed supplies apparently will justify farrowings next spring about the same as in the spring of 1942. In 1942 we had the second largest spring pig crop on record.

That's all of the Bulletin Board.

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